



FY16 Cafeteria Plan Updates

Kaitlin Eskelson | Director of Partner Relations and International Strategy
Utah Office of Tourism, Film and Global Branding

GLOBAL CAFETERIA PROGRAM SUMMARY – FISCAL 2016



PROGRAM SUMMARY – OBJECTIVES

GLOBAL BRAND PROGRAM

- Drive awareness, consideration and activation for Utah in markets where Brand USA is present while providing foundational support for co-operative partner participation.

INTERNATIONAL AND DOMESTIC CO-OP PROGRAM

- Provide affordable opportunities to leverage UOT's global presence in the market by offering both a matched.
- Provide partner's affordable marketing opportunities directed towards an International and Domestic audience.
- Increase overall participation by partners in Utah's co-op programs directed towards an International audience through ease of participation.
- To grow Utah's overall audience reach in UK, Germany, Canada, Australia and China.



Total Partner Spend: \$632,977

Total UOT Match: \$604,087

Total UOT Brand Spend: \$557,711

Total BUSA Contribution: \$288,411

TOTAL SPEND: \$2,083,187

All spends are net dollars

PROGRAM SUMMARY – CO-OP PARTICIPATION



24 PARTNERS ACROSS ALL PROGRAMS – 2X more than FY2015
OVER \$630,000 (NET) IN PARTNER INVESTMENT – 150% more than FY2015

PROGRAM SUMMARY – CO-OP PARTICIPATION

Total Reach: **295,972,456**
(All mediums and channels)

Total Clicks: **264,599**
(On applicable digital media)

Total Interactions: **1,206,595**
(Includes Expedia, TripAdvisor, GoUSA Web)

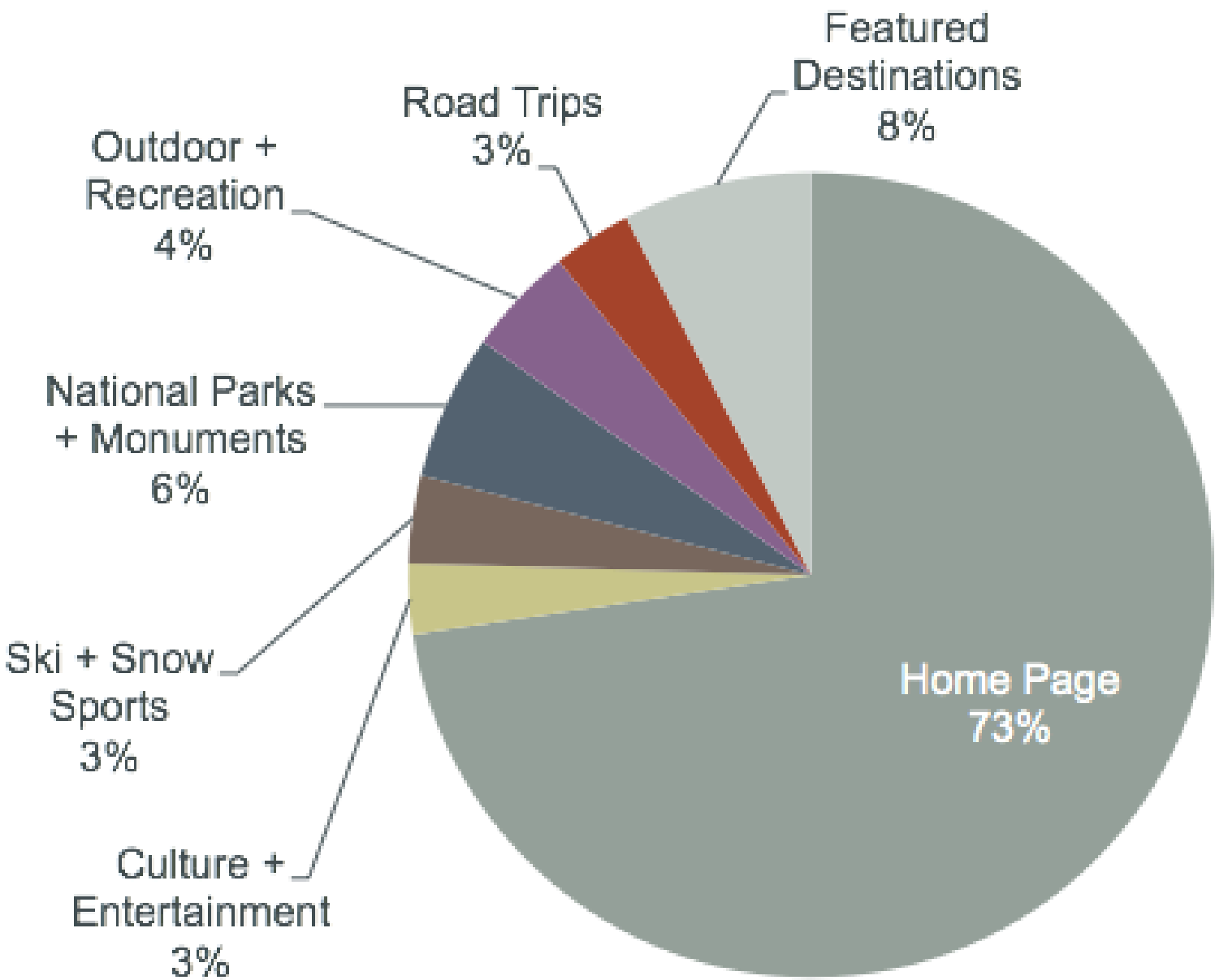
eCPM: **\$3.10**
(On applicable media bought on impression and circulation basis; Measures only Partner and UOT brand spends)

eCTR: **0.19%**
(On applicable media that measured clicks)

UNITED KINGDOM

EXPEDIA

	11/2014-6/2015	11/2015-6/2016	YOY
Passengers	4,424	4,465	1%
Room Nights	3,458	3,649	6%
Hotel Gross Bookings	\$519,346	\$568,758	10%
Air Gross Bookings	\$1,101,360	\$949,358	-14%
Total Gross Bookings	\$1,620,706	\$1,518,116	-6%
ADR	\$150	\$156	4%
LOS	2.0	2.1	4%



HUB TRAFFIC OVERVIEW	
Total Sessions	4,068
Total Unique Sessions	3,137
Page (Tile) Views	4,948
Pages (Tiles) Per Session	1.22
Avg Session Duration (MM:SS)	7:54
Bounce Rate	60%
Mobile vs Desktop Views	Desktop – 58% Mobile – 12% Tablet – 30%

UNITED KINGDOM

TRIPADVISOR

HUB TRAFFIC OVERVIEW & YOY SEARCH BEHAVIOR	
Hub Sessions	4,414
Unique Hub Sessions	3,827
Average Duration of Hub Session	0:07:28
Total Interactions	260
Bounce Rate	5.14%
YOY Change in Search for Utah Travel	12%

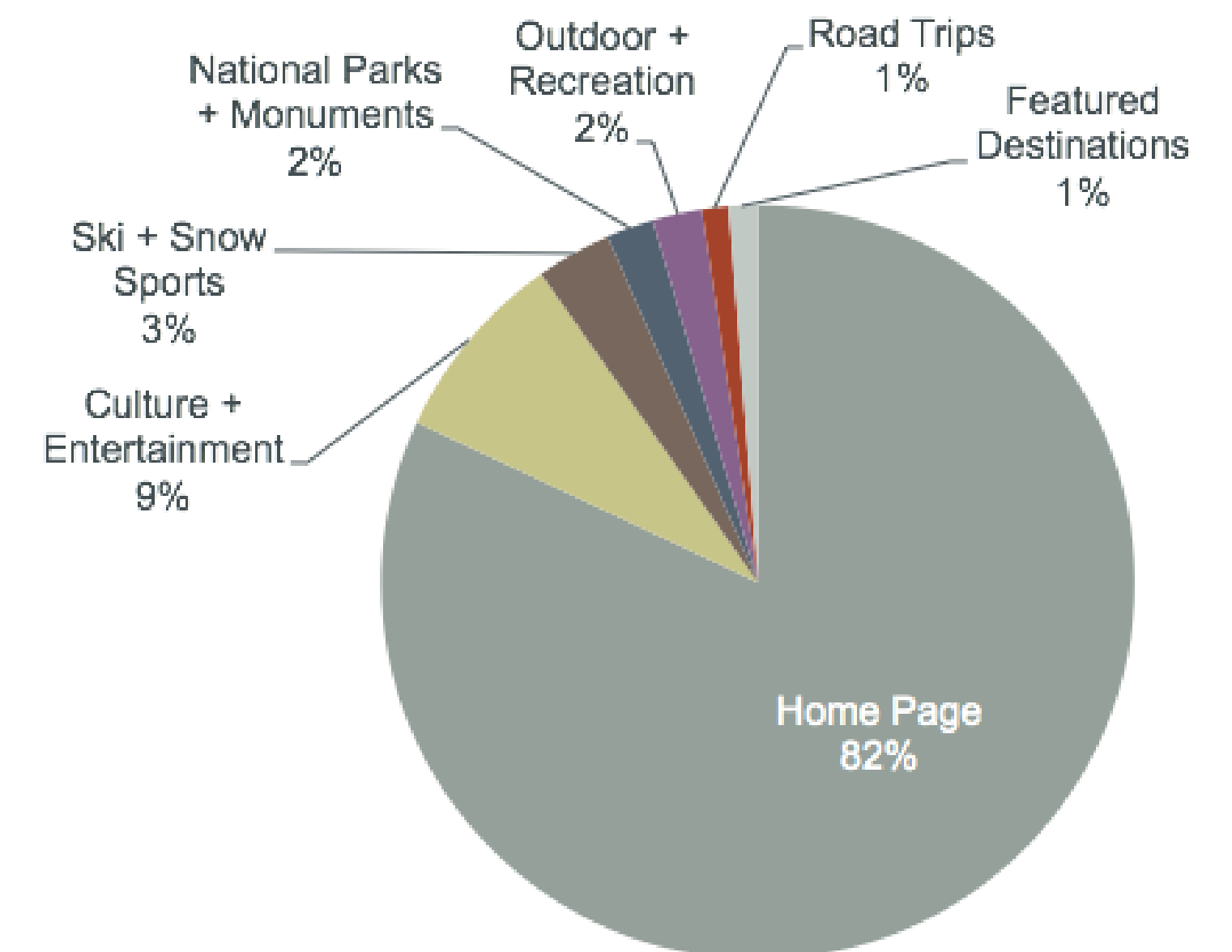


CANADA EXPEDIA

HUB TRAFFIC OVERVIEW	
Total Sessions	8,421
Total Unique Sessions	7,560
Page (Tile) Views	9,142
Pages (Tiles) Per Session	1.1
Avg Session Duration (MM:SS)	5:18
Bounce Rate	75%
Mobile vs Desktop Views	Desktop – 69% Mobile – 5% Tablet – 26%



	11/2014-6/2015	11/2015-6/2016	YOY
Passengers	12,709	16,065	26%
Room Nights	7,615	9,472	24%
Hotel Gross Bookings	\$934,417	\$1,149,909	23%
Air Gross Bookings	\$1,830,280	\$1,762,977	-4%
Total Gross Bookings	\$2,764,696	\$2,912,886	5%
ADR	\$123	\$121	-1%
LOS	1.8	1.7	-4%



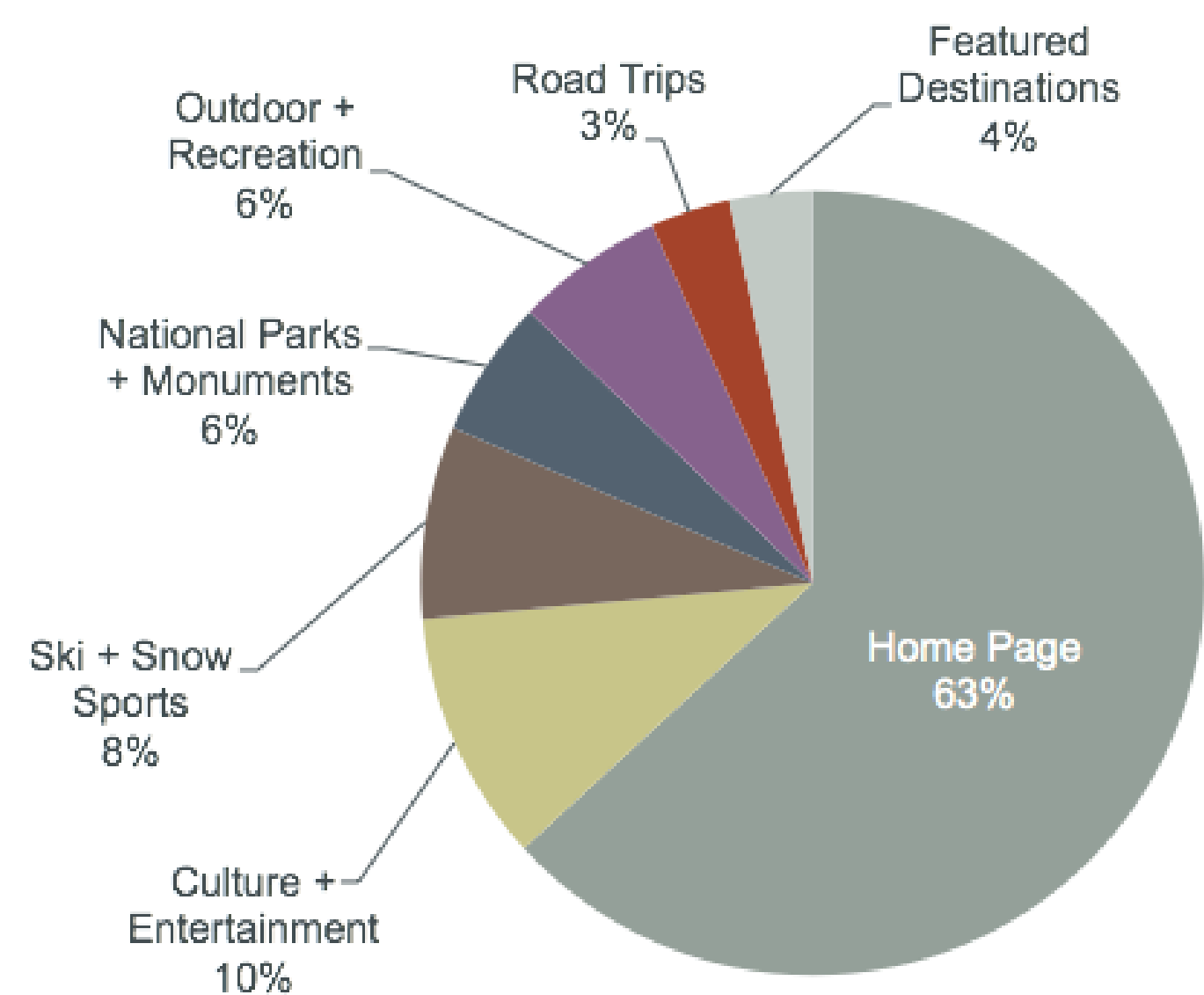
CANADA TRIPADVISOR

HUB TRAFFIC OVERVIEW & YOY SEARCH BEHAVIOR

Hub Sessions	5,277
Unique Hub Sessions	4,695
Average Duration of Hub Session	0:06:52
Total Interactions	474
Bounce Rate	4.98%
YOY Change in Search for Utah Travel	16%



AUSTRALIA EXPEDIA



HUB TRAFFIC OVERVIEW	
Total Sessions	2,877
Total Unique Sessions	2,464
Page (Tile) Views	3,409
Pages (Tiles) Per Session	1.18
Avg Session Duration (MM:SS)	4:34
Bounce Rate	71%
Mobile vs Desktop Views	Desktop – 71% Mobile – 6% Tablet – 23%

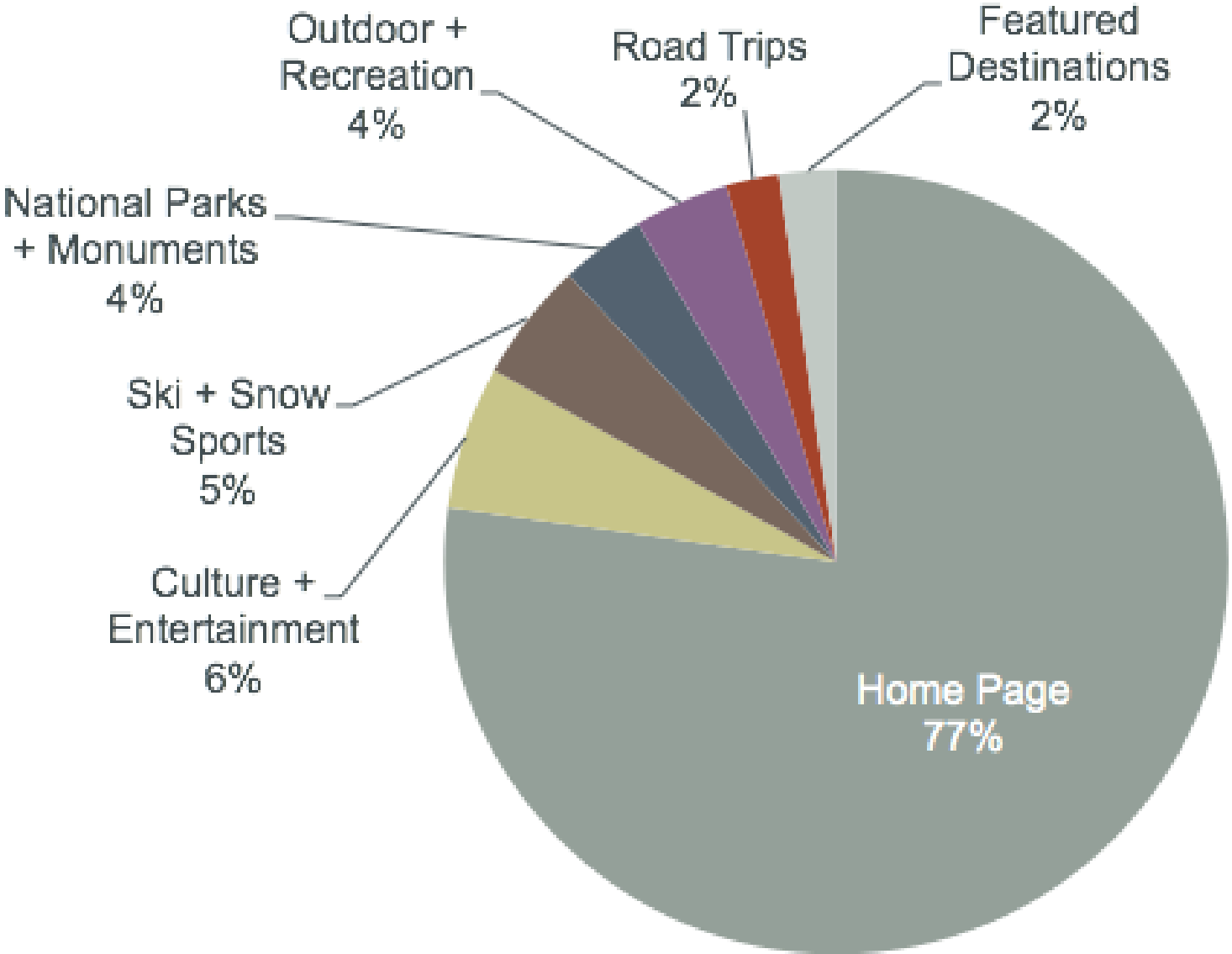
	11/2014-6/2015	11/2015-6/2016	YOY
Passengers	2,359	3,201	36%
Room Nights	1,752	2,484	42%
Hotel Gross Bookings	\$280,520	\$421,394	50%
Air Gross Bookings	\$283,765	\$214,386	-24%
Total Gross Bookings	\$564,285	\$635,780	13%
ADR	\$160	\$170	6%
LOS	2.2	2.1	-3%



GERMANY EXPEDIA

	11/2014-6/2015	11/2015-6/2016	YOY
Passengers	7,636	10,461	37%
Room Nights	4,603	6,653	45%
Hotel Gross Bookings	\$554,996	\$864,139	56%
Air Gross Bookings	\$250,854	\$245,676	-2%
Total Gross Bookings	\$805,850	\$1,109,815	38%
ADR	\$121	\$130	8%
LOS	1.5	1.5	3%

HUB TRAFFIC OVERVIEW	
Total Sessions	2,950
Total Unique Sessions	2,810
Page (Tile) Views	3,249
Pages (Tiles) Per Session	1.1
Avg Session Duration (MM:SS)	4:16
Bounce Rate	78%
Mobile vs Desktop Views	Desktop – 49% Mobile – 3% Tablet – 48%



GERMANY

TRIPADVISOR



HUB TRAFFIC OVERVIEW & YOY SEARCH BEHAVIOR

Hub Sessions	2,030
Unique Hub Sessions	1,794
Average Duration of Hub Session	0:04:39
Total Interactions	160
Bounce Rate	7.68%
YOY Change in Search for Utah Travel	16%



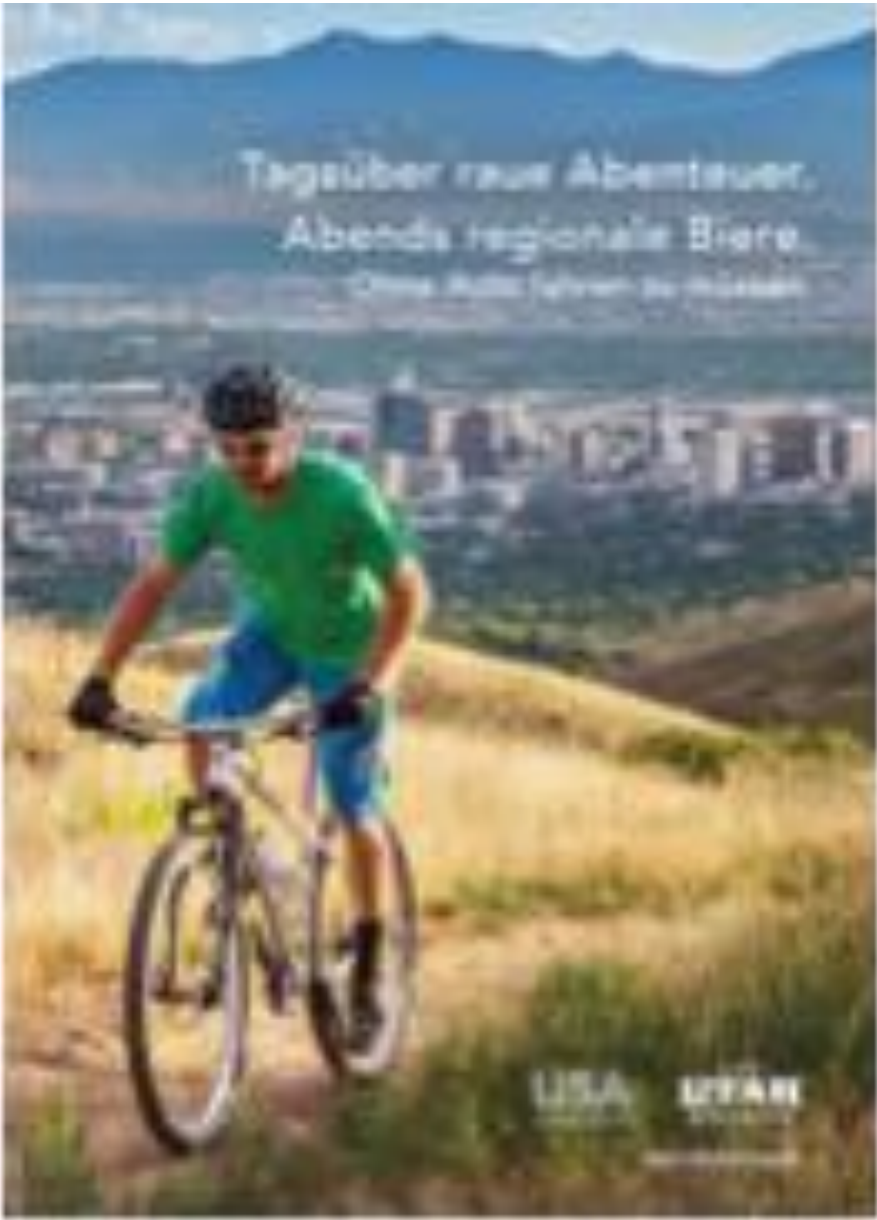
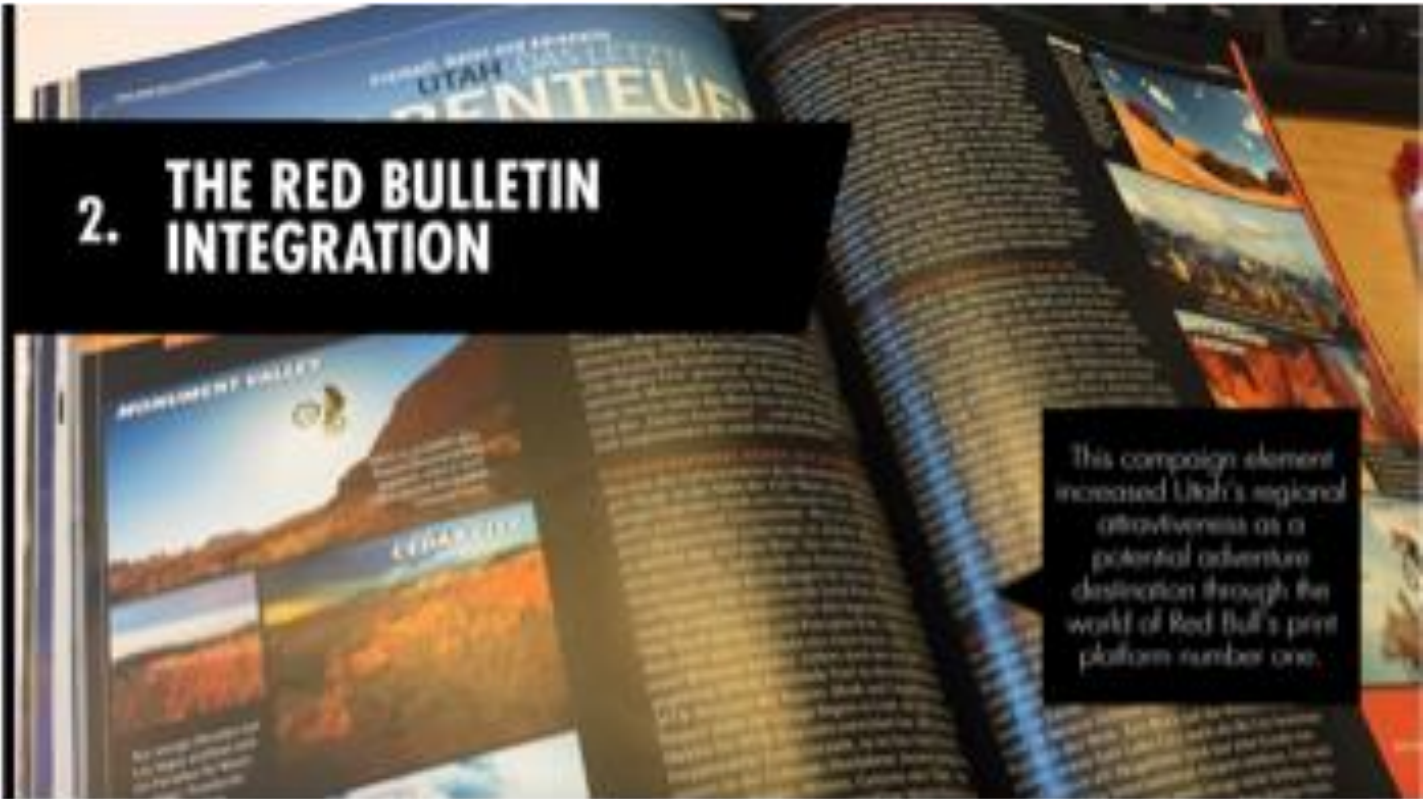
GERMANY

RED BULL PROGRAM

October 2015 – March 2016

Key Components: 26 Zoll Event Sponsorship, Print & Online Media, *Wild Ones* TV series Integration, Expedia Activation

Total Spend: \$147,118
(Including Brand, Co-Op Match, Partners and BUSA)
Partners: Bryce Canyon, Cedar City, Salt Lake, Park City, San Juan County, Zion, Moab



Display Impressions Delivered	3,262,985
Display Clicks Delivered	2,759
CTR	0.08%
Media Spend	\$41,155
CPC	\$14.92
Total Attributed Utah Bookings	\$288,472
Total Activities	1,087
ROAS	7.0

Social Media

11/23/15 – 11/27/15 on Expedia Germany Facebook, Google+, Twitter and Instagram (20 posts total as part of theme week)

Estimated Audience: 461,756

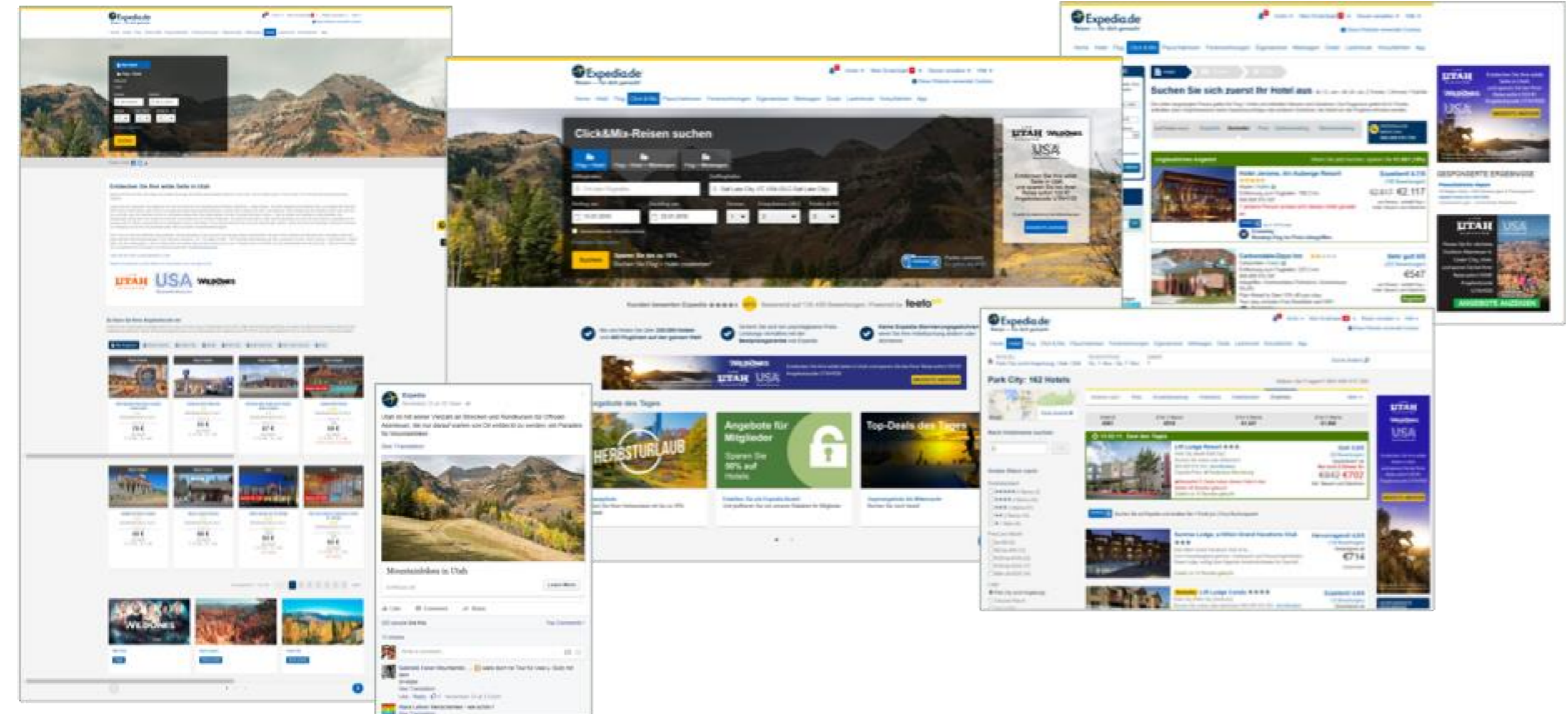
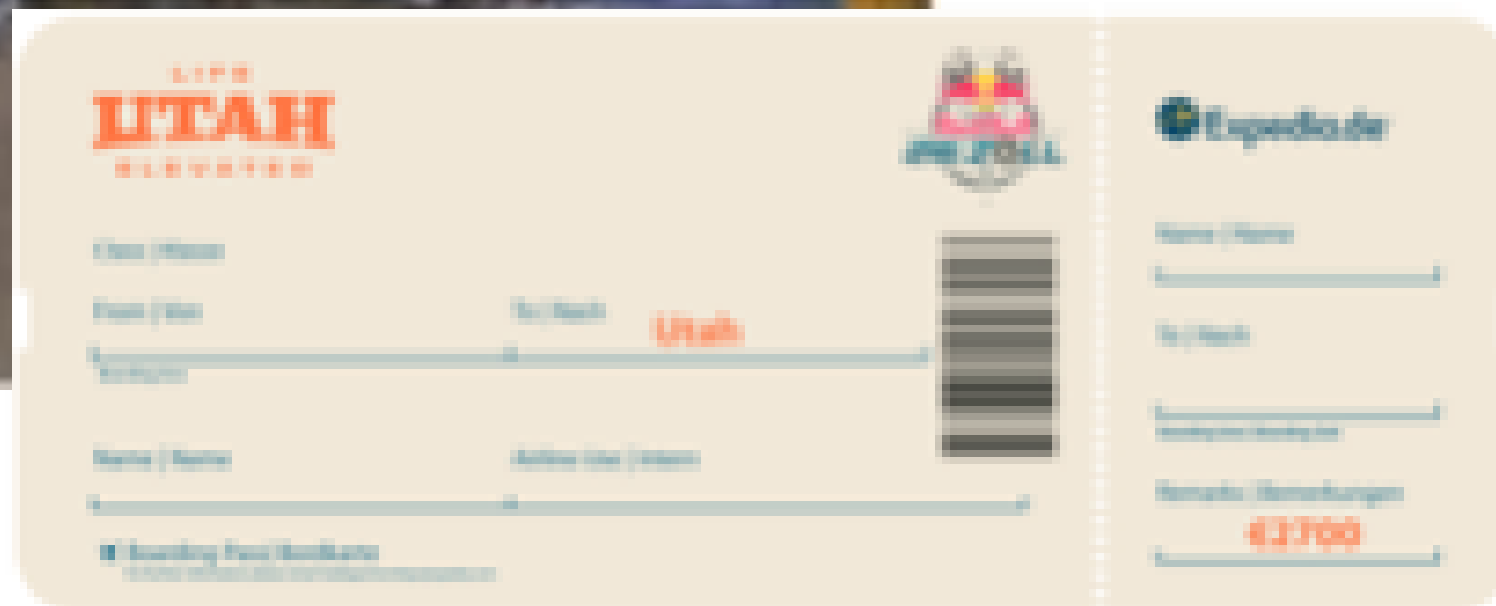
Total Engagements: 1,572
(includes likes, favorites, comments, shares/retweets)

Total Clicks to LP: 2,031

GERMANY

RED BULL PROGRAM

CONT'D



CHINA CTRIP

May 2016 – September 2016
Results ETA Late Fall 2016

Onsite media, email, Wechat, Weibo, custom landing page

Total Spend: \$71,928
(Including Brand, Co-Op Match, Partners and BUSA)
Partners: Bryce Canyon, Moab, Salt Lake, San Juan County, Yellowstone Loop



CHINA GOUSA WEBSITE AND SOCIAL MEDIA

TOP FAN ACTIVITY #1



Fan Comments:



MOST ENGAGED POST #1

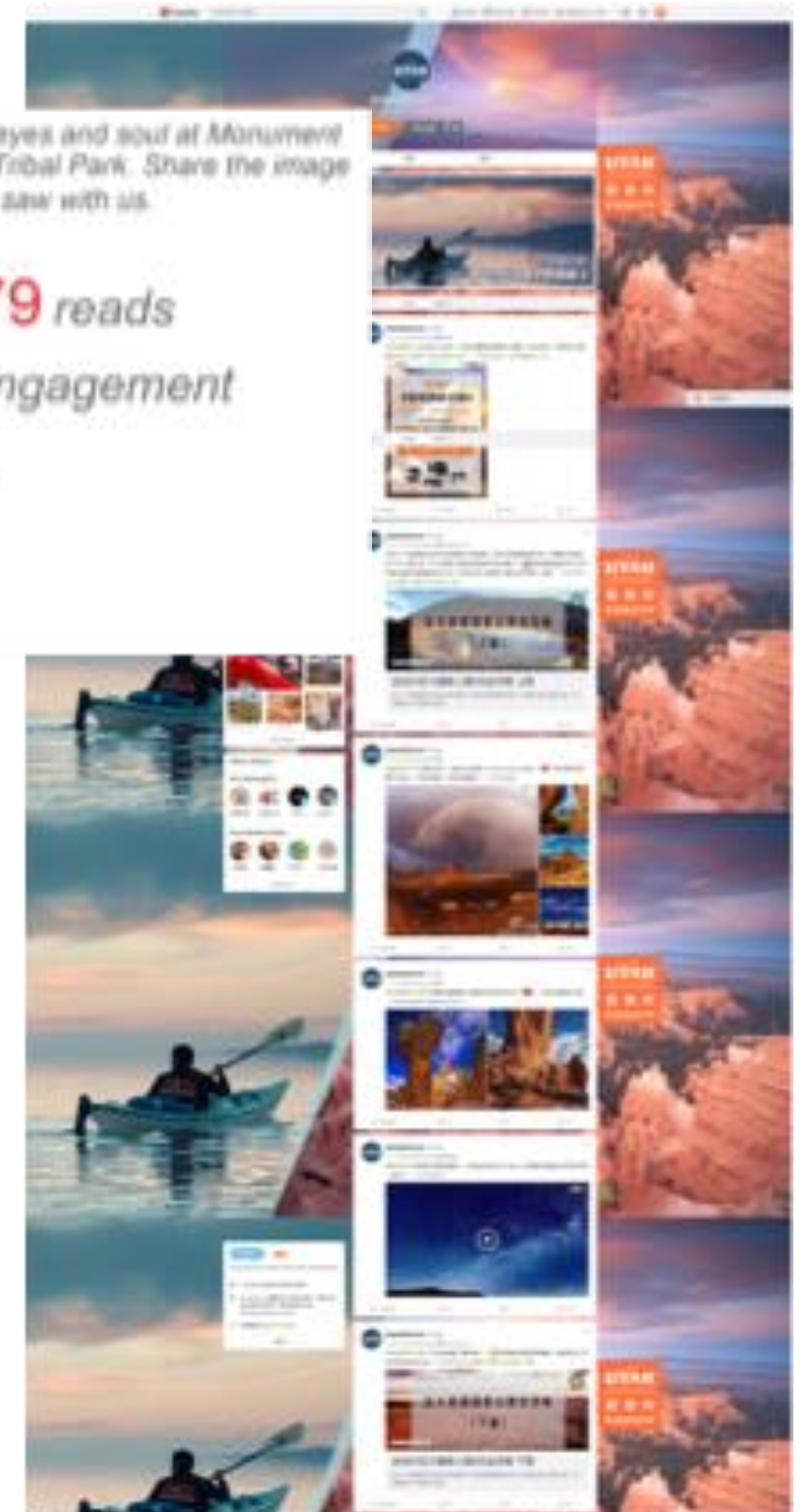


Experience slightly cooler temps and golden scenery at Monument Valley. It is so amazing.

24,000 reads
69 engagement

Fan Comments:

Life is really good.



CHINA

ATTRACT CHINA MAP

Fall 2016

60,000 Circulation: 30K China, 30K Utah Visitor Centers

Total Spend: \$62,755

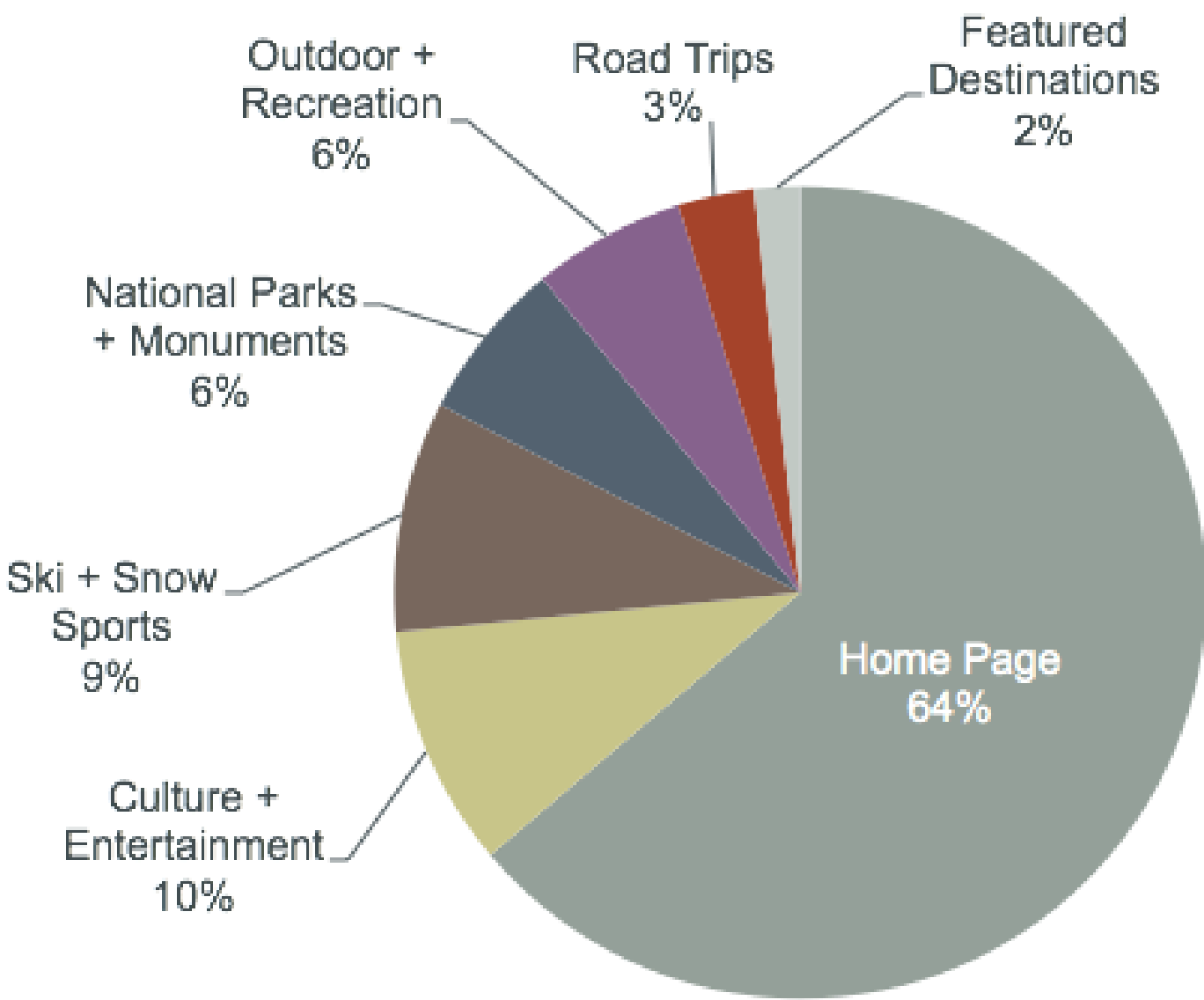
(Including Brand, Co-Op Match, Partners and BUSA)

Partners: Bryce Canyon, Cedar City, City Creek, Kanab, Logan, NHMU, Salt Lake, San Juan County, Temple Square, Uintah, Zion



DOMESTIC EXPEDIA

	11/2014-6/2015	11/2015-6/2016	YOY
Passengers	495,238	610,842	23%
Room Nights	278,853	347,079	24%
Hotel Gross Bookings	\$36,202,192	\$46,277,853	28%
Air Gross Bookings	\$51,232,808	\$56,403,868	10%
Total Gross Bookings	\$87,435,000	\$102,681,721	17%
ADR	\$130	\$133	3%
LOS	1.7	1.7	-1%



HUB TRAFFIC OVERVIEW	
Total Sessions	2,100
Total Unique Sessions	1,801
Page (Tile) Views	2,283
Pages (Tiles) Per Session	1.1
Avg Session Duration (MM:SS)	5:41
Bounce Rate	68%
Mobile vs Desktop Views	Desktop – 67% Mobile – 7% Tablet – 26%

DOMESTIC TRIPADVISOR

HUB TRAFFIC OVERVIEW & YOY SEARCH BEHAVIOR	
Hub Sessions	8,036
Unique Hub Sessions	6,820
Average Duration of Hub Session	0:05:29
Total Interactions	611
Bounce Rate	0.90%
YOY Change in Search for Utah Travel	23%



KEY TAKEAWAYS

- Room nights are up an average of 26%
- International airfare rates are driving gross bookings even with the unmatched dollar.
- ADR increased an average of 4% across all international markets.
- LOS measurements were stagnant due to inability to book multi-destination travel on OTAs.

*functionality is coming in Quarter 1 of 2017.

LIFE
UTAH
ELEVATED®

Thanks!